

WHAT THE PROMOTION COMMITTEE THINKS OF WRITERS

CHAIRMAN J. A. MCANDLESS TELLS OF HIS DESIRE FOR A SECOND VISIT FROM EVERY MEMBER OF THE PARTY

WOOD GIVES ALOHA TO HIS OLD FRIENDS

PLEASURE OF ENTERTAINING BRIGHT MEN AND WOMEN IS AN OPPORTUNITY GLADLY EMBRACED BY HONOLULANS

The Hawaii Promotion Committee has put the Southern California editors under everlasting obligation for countless favors done on the most interesting excursion the much-traveled editorial association of the Southwest ever enjoyed. We are glad to hear officially from the committee's chairman and secretary:

BY J. A. MCANDLESS, Chairman

Hawaii Promotion Committee.
It is needless to say we welcome you for we have been trying to make you feel a part of us ever since you arrived. We have done all in our power to show you a "good time," and if our efforts are successful we are more than repaid.

The people of Hawaii feel like you have enjoyed every minute of your stay here, and want you to come again soon. If you can't come, send your friends and we will do our best to make them feel at home.

Your coming has made us feel nearer to your part of the country, and we hope that Southern California will send many more just like you down to our small islands of the Pacific.

We are small but we try to keep up with the Mainland. We want to feel nearer to you. Your State has always been very necessary to our existence, while we realize we never have meant very much to you. It is our desire that, figuratively speaking, the distance between Southern California and Hawaii be shortened. This much-talked-of "Steamship" line, we feel, will accomplish the desired end. It is up to you to do your share in promoting this scheme, if you are at all interested in us.

BY H. P. WOOD, Secretary

Hawaii Promotion Committee.
For more than twenty years the praises of Southern California, its winterless climate, and golden opportunities have been presented to the residents of less-favored climes so persistently, so attractively, that the whole world has stopped to look and wonder at what man has done and is doing in a region naturally barren and unattractive. Now the valleys of this favored region are burdened with fruit and flowers.

The inhabitants of this Mecca of home-seekers and tourists are now growing somewhat restless, and, as journeyed the Israelites of old, searching out the riches of the Land of Canaan, so have come a large and intelligent body of trained observers across the ocean to Hawaii, the commercial and strategic center of the Pacific, to spy out the land.

Those fies of the Pacific are now at the threshold of a future abounding in possibilities of great import. This is indeed the land of promise to who wills to win. Tens of thousands of people throughout the world are seeking what we have to offer—scenery beautiful beyond description, climatic and home conditions unparalleled.

Many ways have been devised to bring these facts to the attention of those living beyond the seas, yet all of the work of publicity of the past does not equal in importance the presence on our shores at this time of the members of the Southern California Editorial Association. These bright men and women we gladly afford every opportunity to see us as we are.

Southern California has sent us a splendid delegation. It has indeed been a great privilege to meet these representative men and women from the Southland, and we shall say Aloha with sadness, earnestly hoping to soon meet our friends again.

Hawaiian Publicity.

Secretary Wood of the Hawaiian Promotion Committee has recently issued a statement about "Promotion Work," from which we take the following excerpts:

The successful business man of today is the one who advertises widely yet judiciously; he has made a careful study of the wants of the people he wishes to reach, and has thoroughly familiarized himself with the different channels through which the business is to be developed; he knows how to strike, and when; methods may differ yet all have the same end in view—publicity.

Within the last few years communities wishing to attract the attention of the outside world to the advantages of their different localities have through some public body such as their Chamber of Commerce, Board of Trade, Commercial Club or Promotion Committee, adopted similar methods with great success.

Organized promotion work in Hawaii dates from the formation of the Joint Tourist Committee, whose first recorded meeting was held July 15th, 1903.

On July 24th of the same year the name of the Association was changed to Hawaii Promotion Committee, the following named gentlemen forming the first Board of Directors: Mr. F. C. Smith (chairman), Mr. J. A. Gilman (treasurer), Mr. W. W. Hall, Mr. C. S. Wright, Mr. J. A. Kennedy, with Mr. Edward M. Boyd as Secretary.

Hon. George R. Carter, Governor of the Territory, being in hearty accord with the work contemplated, secured for the Committee generous financial assistance from the Territory.

The necessary money being thus made available, an intelligent advertising campaign was immediately mapped out and actively prosecuted.

The funds for the support of the Committee's work have been derived mainly from the Shippers' Wharf Tax, but a small amount being paid in by direct contributors. Early this year it became evident that if the work were to be carried on effectively the number of contributing members would have to be largely increased. At the request of the Promotion Committee the Chamber of Commerce took the matter in hand and secured through a special committee a large increase in the number of contributing members. The income derived from this source should, however, be materially assisted by the Legislature when it meets. An appropriation of \$48,000.00 for the next biennial period could be used to advantage, \$1,000.00 per month for pamphlets, folders, write-ups and general advertising, \$1,000.00 per month for exhibit purposes, support of Mainland offices, etc.

Southern California is now spending annually for advertising purposes Two Hundred and Fifty Thousand Dollars, in addition to what the through lines of railway are doing.

It is estimated that the resulting influx of tourists and home-seekers distributes among the hotels, merchants, real estate agents and others fully \$25,000,000.00 each year, being practically one dollar returned for each cent invested in publicity.

The work of the Hawaii Promotion Committee, though it has not covered so much time and represents but a tithe of the amount spent by Southern California, is also beginning to show satisfactory results.

During the season just past our hotels were better filled than ever before, our merchants did more business; in fact, it is perfectly safe to assume that fully half a million of dollars was circulated in Honolulu and throughout Hawaii, by the strangers who visited us during the months of last winter and spring.

Since the date of organization the Hawaii Promotion Committee has published and circulated about 750,000 pamphlets, folders and circulars or at the rate of say 700 per day. These have been sent by mail, handed out from the office and distributed through the Committee's agencies at San Francisco, Los Angeles, Chicago, New York and Boston. Every steamship crossing the Atlantic carries the folder "Hawaii," as does each steamer on the Pacific making Honolulu a port of call.

Promotion work is a good thing for a community; it affords the heaven under right conditions and when properly directed stirs up a general interest in improvement and development and while in Hawaii we may not expect to get One Hundred Cents back immediately for each cent invested in publicity, as is the case in Southern California. The results for the past season alone show that the dollars left by the tourists did not cost over fifteen cents each, basing the cost upon the entire amount expended by the Promotion Committee to date.

The rule of work adopted by the Committee, is to keep everlastingly at it, which is bound to win.

The Hawaii Promotion Committee as at present constituted is composed of J. A. McCandless (chairman), E. I. Spalding (treasurer), A. Gattley, F. C. Smith, Fred L. Waldron, H. P. Wood (secretary).

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YE EDITORS ON TRIP TO HILO

HAWAIIANS TURN OUT EN MASSE TO GREET VISITORS AND ADORN THEM WITH SCENTED GARLANDS AND WREATHS

Once upon a time, and thereby suspends a narrative, a band of great men journeyed to the Far West. They were wondrous wise and travelled over land and sea, till they reached the Land of Promise, known as the Paradise of the Pacific, where the Great God Sol reigns supreme. There the loyal citizens turned out en masse to receive the distinguished visitors. Brave men, stately dames and beautiful maidens rushed to the shore, met the guests, crowned them with flowers and escorted them to the palaces of their great men. When wearied with sightseeing they were led to a banquet hall, where a feast awaited them "fit for the Gods." And each fair one was presented with a beautiful souvenir by the "Hawaiian Star," with which to woo the zephyrs of heaven. Then they were taken to visit the sylvan retreat of the beloved Princess Kaiulani, who has joined the heavenly choir.

This entertained, nourished and refreshed, in body, soul and spirit, they late retired to snowy beds, and slept the sleep of the just. Ah, me, what comfort. But alas they were not yet content. They had heard of another country, and again launched forth on further conquest. They travelled over stormy seas, and left a devious trail of mixed experiences behind them. They had heard of the place where Mother Nature had also had upheavals. There they were met with open arms by the good people of that island, where they were fed on poi, and many other delicacies of which they partook freely, with their own hands, unassisted by any modern art or implement. There also the nectar of the gods flowed, sparkling wine, till they were filled with pride and satisfaction, till they stormed the very gates of Olympus with eloquence, Jupiter and Juno, Osiris and Isis, yes and their gifted son Horus, listened with delight at the beautiful sentences of poetry and sentiment that flowed from the lips of the Penny wise and pound foolish, till the sweet incense Towered on high, and Venus wept tears of joy and called for Moore. But still these conquerors thirsted.

Holland was not yet conquered, nor Horton appeased. So they again took the trail and journeyed on over vast tracts of burned and devastated country until they reached the very brink of solid foothold. To have advanced another step would have hurled them into Eternity. There they met their Waterloo, and were compelled to retrace their weary steps, with dripping shoulders, back to the foot of the mountain, whose slippery sides were climbed with difficulty. There again they halted and rested their weary limbs for a time, but alas, for appearances, when they had been fed and refreshed, pandemonium again broke loose. Now Watson rose in his dignity and addressed the senators. Doolittle amazed his hearers by doing much. Wright read in a ponderous tone words of profound wisdom that cheered and encouraged others. The great Ben Johnson inspired his present embodiment with wisdom and tact, till even his satanic majesty explained why he had never indulged in skating. Matthews gave them the benefit of much valuable experience, and the good Dr. Stamm told of the generous German; Wilson, the Sage, Father of Reciprocity and three charming daughters, treated Commerce with consummate skill. Amerige towered far above the average. Whittin adorned the fair bosom of every nymph present with a rope of pearls, and garlands festooned the walls of the banquet hall, while wine, wit and music flowed in perfect harmony.

Wood was a staff upon which every one leaned with a feeling of security. Jennifer with deep silence but irrepressible power bore down every opposition. Trent was everywhere, anticipating every wish. The ubiquitous commodore attempted to sit upon some, but we are told it was not a success. Davis controlled the traffic. Ruddock marshalled the host as best he could.

But Time, fleeting Time, Forbids us to mention, Many to whom we would

Call your attention, and a life on the Ocean wave, a home on the rolling deep, where the mermaids dwell in coral caves and the winds their revels keep, seemed to be the universal sentiment. So these restless spirits again boarded the good ship Kinau, and like Sir Joseph, sought the seclusion of their cabins, where they could indulge in delightful dreams of being real pirates on the high seas.

McHATTON.

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Paul Moore and Miss May Moore, Evening Facts, Redlands.
Miss Isabelle Morgan, Morning Union, San Diego.
C. F. Holland, Evening Express, Los Angeles.
Mrs. H. G. Tinsley, Evening Review, Pomona.
R. Springer (cartoonist, Examiner, Los Angeles).
Edgar Johnson and wife, Tribune, Fullerton.
G. Ray Horton and wife, Examiner, Los Angeles.
Warren Wilson and three daughters, Morning Journal, Los Angeles.
I. S. Watson and wife, Evening Tribune, Long Beach.
J. F. Davis and wife, Santa Fe Railway Co.
J. J. Penny and wife, Daily Telegram, Long Beach.
E. H. Amerige, Evening Blade, Santa Ana.
C. E. Ruddock, wife and daughter, News, Fullerton.
Rev. J. D. H. Browne, Southern California Churchman, Los Angeles.
Mrs. M. A. McHattin, Woman's Press Association, Los Angeles.
Miss Helen Leach, Evening Record, Los Angeles.
Miss Nellie Hagadorn (artist), Times, Los Angeles.
J. L. Mathews and wife, August, Covina.
Miss Ethel Powers, Evening Record, Los Angeles.
Miss Grace Tower, Evening News, Pasadena.
E. F. Van Leuven and wife, Daily Index, San Bernardino.
Miss Virginia Bowman, Evening News, Los Angeles.
Mrs. Harry Hos and daughter, Builder and Contractor, Los Angeles.
Miss Winifred Martin, Daily Sun, San Bernardino.
Mrs. E. M. Bartlett, Woman's Press Association, Los Angeles.
L. F. Doolittle and wife, Herald, Los Angeles.
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